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SPROUT LAUNCHES INTEL FAN PLAN FOR FACEBOOK

Intel Fans Control Pricing This Holiday Season

San Francisco, CA - November 23, 2009 – Sprout, the leading technology platform that powers continuous conversations through personally relevant brand experiences, today announced the launch of Intel Fan Plan, an innovative Facebook campaign that allows fans to exert their power by banding together to lower the price of ultra-thin, Intel® Core™2 processor-based laptops by Toshiba®, Asus® and Acer® on Cyber Monday (November 30).

“The Intel Fan Plan campaign is an exciting example of what can happen when you bring together a brand that understands how to leverage social media, a platform that allows for viral-ready experiences and a developer that can tie all the pieces together and deliver rewarding, engaging experiences,” said Carnet Williams, Co-Founder and CEO of Sprout. “I hope that fans take advantage of the power given to them by Intel to get the best possible deals on great laptops.”

“This holiday shopping season is critical for all hardware manufacturers,” said Alex Carvalho, Shopper Marketing Manager of Intel. “With the economy affecting everyone’s budgets, we wanted to give consumers a break. We turned to Sprout and Facebook to create a solution that empowers customers to drive down the price of the hottest ultra-thin laptops by sharing deals with friends and encouraging them to participate in the offers,” Carvalho added.

For more information about the program or to start driving down prices, please visit www.facebook.com/intelfanplan.

About Sprout:

The Sprout platform powers continuous conversations through personally relevant brand experiences both inside and outside of social networks. Sprout’s software platform enables brands and agencies to create and manage everything from rich, engaging social ads to fully integrated social media applications that take advantage of platform hooks and virality. Funded by Polaris Venture Partners, Sprout is based in Honolulu, HI and San Francisco, CA. To learn more, please visit <http://sproutinc.com>.